

**AMENDMENTS TO THE CLAIMS:**

Claims 1-4 and 6-8 and 10 (Canceled)

5. (Previously Presented) The service providing area retrieval system according to claim 9, wherein said retrieval site further includes a registered user database storing user information, to retrieve user information from said registered user database based on an entry on the information terminal, and retrieve a list of shops capable of providing the service and said service request data based on the retrieved user information.

9. (Currently Amended) A service providing area retrieval system comprising:  
a retrieval site, a shop site and a map database site each connected to a computer network,  
said retrieval site comprising:  
a retrieval server, and  
a retrieval database storing data of genres of handled merchandises and service providing areas of registered shops,  
said shop site comprising:  
a shop server, and  
a merchandise information database storing service request data of the shops,  
said map database site comprising:  
a map server, and  
a map information database storing map image data,

wherein said retrieval server of said retrieval site is configured to retrieve ~~retrieves~~ shops whose genres of handled merchandises from said retrieval database correspond to a desired merchandise genre entered at an information terminal connected to said retrieval site and whose service providing area from said retrieval database includes a destination entered at the information terminal connected to said retrieval site, and is configured to display ~~displays~~ a map image on which the destination and retrieved shops are respectively indicated with landmarks, and after a shop is configured to be selected based on the map image, ~~connect~~ the information terminal is configured to connect to said shop site of the selected shop, and

wherein said shop site connected with the information terminal is configured to display ~~displays~~ a service request screen on the information terminal based on merchandise information data read out from said merchandise information database by said shop server, and

wherein an entry of a destination of the provided service on the service request screen displayed on the information terminal is configured to perform ~~performed~~ on a map image displayed based on the map information data read out from said map information database by said map server of said map database site.